ORDER

Orders Order / Rev: 37363 Alt Order #: 08869542 Product Desc: ISSUE

> Estimate: 953

Flight Dates: 10/02/12 - 10/08/12 Original Date / Rev: 09/21/12 / 09/21/12

GENERAL

Order Type:

Primary AE: Sales Office:

Sales Region:

KLAS

Mike Jones

K-WAS National

Agency

Name:

Billing Contact:

Buying Contact:

Cross Roads Media

66 Canal Center Plaza

Alexandria, VA 22314

Billing Type: Cash Broadcast

Billing Calendar: Billing Cycle:

Agency Commission:

EOM/EOC

15%

09/12/10

00:10:00

Advertiser

Name:

American Crossroads

PO4

A35+ Demographic:

Product Codes:

Priority: LV1

Revenue Codes: AGY, POL, ISS New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date

End Date # Spots Gross Amount Net Amount 10/08/12 6 \$40,400.00 \$34,340.00 10/01/12

Totals

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
October 2012	6	\$40,400.00	\$34,340.00		
Totals	6	\$40,400.00	\$34,340.00	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share				
KLAS	30%	\$40,400.00			
Market	100%	\$134,666.67			

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$33,666.67		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$6,733.33		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/03/12	10/03/12	CBS This Morning	7-9a CM	7-9a	W	:30) 1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
				CBS This Morning	g								
	CBS TH	HIS MORNI	ING										
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10/	01/12	10/07/12	W	1	\$1,000.00	0.00						
E 2	8	10/05/12	10/05/12	CBS This Morning	7-9a CM	7-9a	F	:30) 1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
				CBS This Morning	g								

Print Date: 09/21/12 14:38:34 Page 2 of 2

 Order / Rev:
 37363
 Advertiser:
 American Crossroads

 Ait Order #:
 08869542
 Product Desc:
 ISSUE
 KLAS

 Flight Dates:
 10/02/12 - 10/08/12
 Estimate:
 953

Ln Ch Start End	Inventory Code Break	s Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
CBS THIS MORNING <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> 1 \$1,000.00	Rating 0.00						
E 3 8 10/08/12 10/08/12		4-5a	M	:30	1	\$200.00LV1	0.00 NM	1	\$200.00
NEWO	8 News Now 4-5a								
NEWS			Datina						
Start Date End Date	Weekdays Spots/Weel	_	Rating						
Week: 10/08/12 10/14/12	M	1 \$200.00	0.00			-			
E 4 8 10/08/12 10/08/12	Mon 10-11p CM	10-11p	M	:30	1 \$	318,000.00L V 1	0.00 NM	1	\$18,000.00
	Hawaii Five-O	(8:00 PM-9:0	00 PM)						
HAWAII 5-0									
Start Date End Date	Weekdays Spots/Weel	<u>k Rate</u>	Rating						
Week: 10/08/12 10/14/12	M	1\$18,000.00	0.00						
E 5 8 10/07/12 10/07/12	Sun 8-9p CM	8-9p	S	:30	1 \$	20,000.00LV1	0.00 NM	1	\$20,000.00
	The Amazing Race	(8:00 PM-9:	00 PM)						
AM RACE	•	•	•						
Start Date End Date	Weekdays Spots/Weel	k Rate	Rating						
Week: 10/01/12 10/07/12		1 \$20,000.00	0.00						
E 6 8 10/03/12 10/03/12		4-5a	W	:30	1	\$200.00LV1	0.00 NM	1	\$200.00
E 0 8 10/03/12 10/03/12	8 News Now 4-5a	4-04	•••	.00	•	V200.00 20.	5,55	•	4
NEWS	0 14242 1404 4-24								
	Moskdaya SastaMas	k Rate	Rating						
Start Date End Date	Weekdays Spots/Weel								
Week: 10/01/12 10/07/12		1 \$200.00	0.00						
							Totals	6	\$40,400.00